TO: DEPARTMENT 01

FROM: DEPT. 01

CATEGORY: C0500 CIGARETTE

DATE: 04/30/96

MODULAR MUST BE SET BY WEEK 24

EFFECTIVE DATE: 04/30/96
(The following information may not be valid 60 days after this date)
Part 1:

1. WEEKS 15 & 16, your store will be contacted by a Philip Morris Third Party Installer, who will be making an appointment with your store to set you carton cigarette modular. The installer will arrange to come into your store during the weeks of 17 through 24.

2. The stores that have already agreed to install a carton fixture endcap, between the Checkouts and HBA, will have their modular set first.

3. If you have not already agreed and do not have any physical space limitations for the endcap, then you still have the opportunity to sign up for the endcap. Please call the Home Office at: 501-273-8323 and request the endcap. Your store will be re-traited for a different cigarette carton modular and the carton modular with endcap will be downloaded to your store s system. This change should be made before an installer comes out to your store to work the new cigarette modular.

4. You may notice that your maximum shelf quantity is now in multiples of 10. For every carton of cigarettes, there are 10 single packs. Please do not change this information at this time. We are currently preparing your store for POS on cigarettes. This does not include tobacco products (smokeless, chews, and cigars).

5. Once your cigarette modular has been totally completed, then Philip Morris will be reporting back to Home Office to let us know that your modular is completed. (Please remember to confirm in system)

6. It will take approximately 6 to 8 weeks for the Philip Morris Third Party Installers to complete all Wal*Mart Stores cigarette modulars. If you are not contacted for a re-set, then please contact your Philip Morris representative or the Home Office at 501-273-8323.

7. With the completion of this new cigarette re-set and the activation of POS, Wal*Mart Stores, Inc. has the potential of earning an additional $50 Million dollars in sales and funding from the cigarette manufacturers.

8 The first 100 stores to complete their modular will be selected for POS replenishment. Those stores will be notified by the Home Office, and approximately 1 week after their modular has been reported completed by Philip Morris, their cigarettes will be activated for POS replenishment. These stores will receive instruction documentation upon selection from the home office.

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Source: https://www.industrydocuments.ucsf.edu/docs/mggy0000